

July, 1969



The ASSOCIATED PRESS

# KMA GUIDE

# NEWS DIRECTOR

# The KMA Guide

JULY, 1969

Vol. 26

No. 7

After an extensive search for a professional newsman, KMA Radio is proud to introduce Larry Miller who joined the staff as news director on May 22. He is featured on this month's Guide cover.

He can be heard on the regular morning news broadcasts at 6 a.m., 7 a.m., and 7:45 a.m., and the Noon news. Eleven years of experience in radio and TV mark the polished presentation Larry gives to these newscasts.

His career started in his hometown of Chadron, Nebraska, where he was employed by KCSR. During a four year tour of duty in the Navy, Larry worked with the Armed Forces Radio and Television Service aboard the carriers, Saratoga and Roosevelt, as well as serving as program director for the AFRTS Radio and TV facility at Guantanamo Bay, Cuba.

Returning to Chadron as news director at KCSR, he enrolled at Chadron State College where he earned a BA degree in May, 1969. While in college, he became assistant manager of KDUH-TV in Hay Springs, Neb., with duties primarily in news and sales.

Larry and his wife, Karen, along with their 20-month-old boy, Bradley, are living in a country home just west of Shenandoah. The whole family has been kept busy since their move. Larry, of course, has been

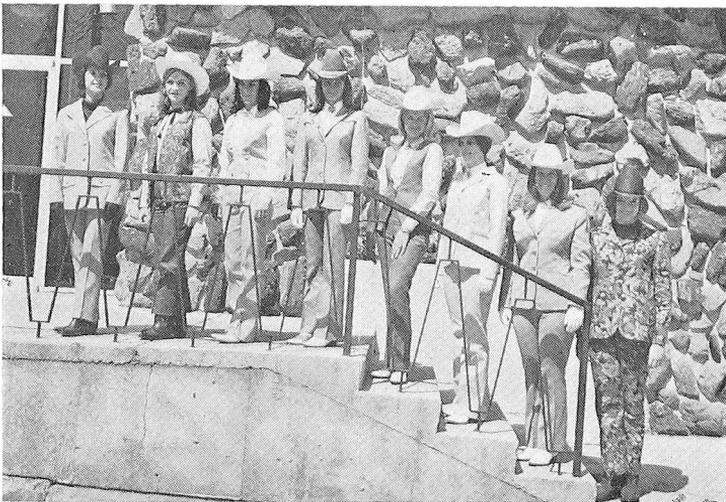
active meeting the people of Shenandoah and the surrounding area, finding out what's going on around KMA-land.

As for hobbies, Larry enjoys dabbling in photography and amateur radio and hopes to get his "ham" rig on the air in the near future.

Karen spends much of her spare time sewing. In Chadron, she was active in the local chapter of Beta Sigma Phi.

Most of the time, though, Karen is kept busy taking care of Brad. Having never lived in the country before, he loves to wander off into the surrounding fields whenever "Mommy" turns her back. His latest really big interest has been in helping his mother in her new garden.

Although they haven't had a chance yet, Karen and Larry are hoping to get to the tennis court for a few games. Their games—Larry says—are very poor, since they're beginners, but they have hopes of improving!



Queen candidates who competed in the Nishna Valley Saddle Club Rodeo contest in June were (l. to r.) Patty Currie, Tarkio, Mo.; Karen Shanks, Bedford; Christi Pottratz, King City, Mo.; Janice Espey, Tarkio, Mo.; Linda Dibel, Creston; Gail Tait, Clarinda; Diane Sheppard, Tarkio, Mo.; and Vicki Whitehill, Shenandoah. Jo Freed assisted with the first round judging of the contest. The winner of the over-all contest was Gail Tait (third from right) who was selected on the qualities of beauty, personality, poise and equitation.

# A Chat With Edward May



First, I want to invite you to attend open house Sunday, July 20, at the Earl May Test Gardens at Shenandoah, Iowa. You can see the greatest concentration of flowers, vegetables, grasses, trees, shrubs, etc., at any one place in the Midwest. Bring your family and your camera and spend the day with us.

Speaking of trips, last month my wife, my son and I made a flying trip to visit our daughters, Annette at Franconia, New Hampshire, and Karen at Niagara Falls, New York. First we flew to Boston where we saw some of the historic sights of that famous city, including the home of Paul Revere, the Commons, Bunker Hill, "Old Ironsides," and others.

From there we traveled to Franconia, New Hampshire, where Annette and her husband live. New Hampshire is a beautiful state, and Franconia is located in the White Mountains. The area is heavily wooded and is an extremely popular ski area in the wintertime, as well as a popular summer resort area. (Last winter was most unusual as the area probably had one of the heaviest snowfalls on record.) Every town—large or small—has from one to several old hotels, most of which were built around the turn of the century. These hotels vary in size from 25 rooms to 125, and a few even larger. We enjoyed all of New England we were able to see. We were particularly pleased with the opportunity to visit Annette and David.

Since this was the first time any of us had been in New England, we didn't want to be so close to Maine without contacting a long-time friend by the name of Mrs. Abbie Norton. Mrs. Norton lives on a farm near Dixfield, Maine. We contacted Mrs. Norton by telephone and the following day drove the approximate 100 miles from Dixfield. It was a very enjoyable trip in every respect, and we wished we could have spent more time. As previously mentioned, Mrs. Norton lives on a typical New

England farm, the kind where all the buildings are attached. This avoids going outside in the winter when several feet of snow is on the ground and temperatures are regularly below zero. It is possible to stay within the confines of the buildings and still feed the cattle and other livestock. Unfortunately, the big barn on Mrs. Norton's farm, which was probably built some 125 to 150 years ago, completely "gave up" last winter and collapsed.

From Maine and New Hampshire we flew to Niagara Falls where Karen, Jim and granddaughter, Amy met us. We arrived on Karen's birthday, so for her birthday dinner we ate at a fine restaurant atop a 550-foot tower, overlooking Niagara Falls. This particular restaurant rotates and makes a complete revolution every hour, which affords a spectacular view of the Falls.

We had a fine trip and would like to retrace our steps sometime in the future.

The picture on this page shows the office girls, Laurine and Joyce, with me. Laurine Lundgren is shown sitting at the desk, while Joyce Dobernecker is standing. Both of these girls are in the background, so to speak, but they fill a very important spot in the "front office" of both the May Broadcasting Company and the May Seed & Nursery Co.



# FRANK COMMENTS



*By Frank Field*

I thought you folks might like to see what our house looks like, although you can't see very much of the house on account of the trees. It is hard to realize that 15 years ago this was all cornfield. The house was built in the spring of 1955 in a brand new addition. Ours was the last house out. Beyond us was all cornfield and ours was the third house in the new addition. Now it is all built up solidly for two blocks on east of us and two blocks north of us. The Immanuel Lutheran Church is two blocks east of us, and the new million dollar High School is two blocks southeast of us.

If you look closely you can see the Evergreen foundation planting around the house. On the west side facing the street, you will see Pfitzers under the windows with green Scopulorums at the corners and beside the door. On the north side there are spreading Japanese Yews under the windows with Hicksi Upright Japanese Yews between the windows.

At the extreme left side of the picture there is a Vanguard Flowering Crab right beside the driveway. Then comes a Clump Birch and about the center of the picture you see a May Day Tree and sticking up over the top of it you see the top of a



Norway Poplar which is around in the backyard. The tree at the right hand side of the picture is a Hybrid Elm which I think we will have to take out next year as I am very much afraid it is becoming infected with the Dutch Elm Disease. They don't show in the picture, but along the south side of the lot there are three more big trees, two Pin Oaks and a Moraine Locust. All of these trees are now 14 years old as they were planted in the spring of 1955. Now look closely between the Clump Birch and the May Day Tree right behind that fire hydrant. That is a corner planting of Eutin Roses which are just coming into full bloom as I am writing this. They, too, are 14 years old. The main Rose bed, consisting of Hybrid Teas for cutting purposes, is located across the south side of the house where they get full sun. My Climbing Roses are mostly on the east side of the house where they seem to be perfectly happy with just the morning sun. That white spot toward the left hand side of the picture is actually a gate in an arch way leading to the yard on the east side of the house. We have Ramona Clematis Vines planted on each side of the arch and they, too, are in full bloom at this time.

The lattice between the gate and the house is the support for one of our Climbing Roses which also is in full bloom right now. Incidentally, the Roses have been very thoroughly sprayed once a week, usually on Monday, ever since they leafed out and started to grow. The first spray was Malathion to knock out some aphids which were getting started. The next spray was straight Phaltan to prevent black spot from getting started. Each spray since the second spray has consisted of Phaltan and Isotox. The Phaltan to prevent any fungus or black spot and the Isotox to take care of both sucking and chewing insects. The results have been extremely good.

Down over the hill behind the house is what is left of my little Orchard which consists of two Five-in-One Apple Trees—one Red Delicious and one McIntosh. In between the Apple Trees are eight bushes of Sodus Purple Raspberries which came through the winter surprisingly well and bloomed very heavily and are now loaded with green berries. Yes, the Apple Trees have been thoroughly sprayed about every 10 days, starting with the dormant spray of Lime Sulphur, followed by cover sprays using Home Orchard Spray. We have had some heavy rain the last few days so another spray with Home Orchard Spray is due for this coming weekend. Yes, the lawn got an application of Royal Maytone Fertilizer early in April and is due for another application as soon as I can get around to it.

# RFD



with  
*Jack Gowing*



Well, corn planting time is over, and I hope that most of you were able to get all of your planting done. I do know that in some areas it was touch and go though because of so much rain. On our page this month are some pictures taken at Atlantic.

Warren will tell you a little bit about his trip to the Regional Farm Broadcasters' Convention, and then next month I hope to report on the National Convention to be held in Honolulu, Hawaii.

## *And With Warren*

Along with other Farm Broadcasters, I had a chance to tour the University of North Dakota, the Grand Forks SAC Air Base, and some of the outstanding farms near Grand Forks.

The Red River Valley is noted for its production of Hard Wheat, Sugar Beets, and Big Potatoes! We toured flour mills, sugar beet plants (not in operation), and potato chip plants. But most important to me was meeting the people. The farmer in the Red River Valley is an extremely rugged individual. He has to be because their long cold winters and short growing seasons soon take their toll!

I saw very few cattle and no hogs . . . in fact fences are a rarity, but tree shelter belts surround, not only every farmstead but most of their fields too. Many shelter belts entirely circle the farms . . . helping to spread the snow cover evenly to cut down on wind erosion of the light soil.

All in all, I enjoyed my trip to North Dakota's Red River Valley. Although just three hours away from KMA by air, their farming operations are very different!



Jack interviews Floyd Arnold, state chairman for June Dairy Month, and Alvin Vanderwilt of Leighton, Iowa, president of American Dairy Association of Iowa, during the Atlantic promotional meeting.



Pottawattamie and Cass Counties FHA Supervisor, Oliver E. Hagglund, Assistant County Supervisor, Forrest Vermillion, and KMA Farm Director, Jack Gowing discuss citation which Hagglund received from the USDA. This citation was awarded for his unusual success in using the supervised credit programs of the department to reduce rural poverty and for effective training of assistant county supervisors in Iowa FHA. Hagglund's recognition for his superior service was presented in Washington, D. C., last May during a special USDA ceremony.

"Through the Looking Glass" was the theme for the Jr.-Sr. prom at SHS. For four KMA family members, it was prom and commencement. Their names are capitalized.



SUSAN LARSON and Pat Carper.

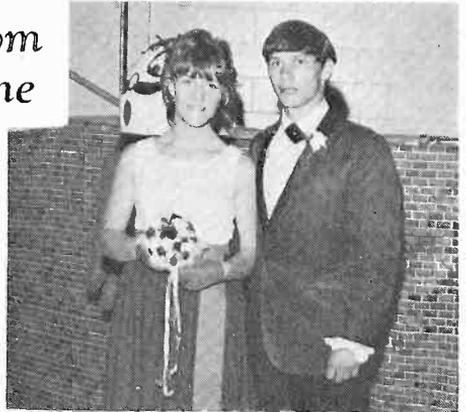


DENISE BOLDRA and Mike Blackburn.



SAM SAWER and his date, Beth Sturm.

*prom  
time*



JANIS ANDERSEN and Larry Forbes.



Junior Bob Kling, Norm's son, and Rosemary Raidt.



Junior Lory Williams, Mary's daughter, and Jon McAlpin.

# THE OPEN LINE

By WARREN NIELSON

We're starting something new this month. In addition to the **OPEN LINE** radio program every weekday morning at 11:00 a.m., I have been asked to comment on some of our discussion topics every month on this page.

Perhaps the most controversial subject that we have discussed recently was sex education in the school room. All parents and many other folks have definite opinions on how and where the children should secure this most vital information. Some of my recent **OPEN LINE** guests pictured on this page reflect the variety of opinion on the subject.

Mrs. R. Randall Blakeslee of Omaha has spent years working on the problems of youth in Warwick, R. I., where she was instrumental in starting a number of programs. She defended SIECUS and urged that more knowledge be made available to the children in school because they were not getting it at home. She is especially interested in a "family life" course extending from kindergarten through twelfth grade.

The Rev. Lloyd Dalby, Vice President, Church Relations, Tarkio (Mo.) College was also deeply concerned about the subject and helped us straighten out our thinking on sex education. He also gave us an insight into what young college men and women are thinking.

The way things were going for awhile, I thought we'd never get off the subject of sex education, and I'm not sure that it's dead yet.

It's always interesting to answer the telephone on the **OPEN LINE** because I never know what your call will lead to. I do hope you are a regular listener, and I hope that someday soon you will call me and tell me what's on your mind. Your letters are also appreciated!



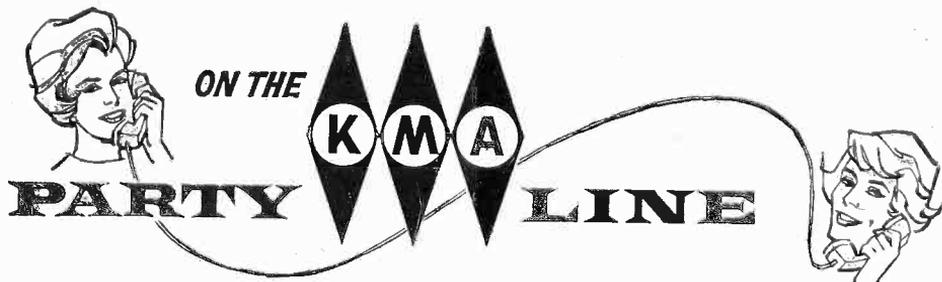
Mrs. Blakeslee defends SIECUS.



Rev. Dalby explains college students' thinking.



Another burning question discussed on Open Line was the appraisal of home and farm valuations and the method used to do the task. Interviewed by Warren was Eric Murrill, president of the company hired by the state of Iowa to make the appraisals.



ON THE  
KMA  
PARTY LINE

By JO FREED

Officers were named at the annual meeting of the Iowa Broadcasters' Association held in May at Clear Lake. KMA Station Manager Norman Williams was elected treasurer of the group.

Station Manager **NORM WILLIAMS** had extraordinary luck when attending the Iowa State Broadcasters' Convention in Clear Lake last May. He won a flash camera as a door prize and then a flight bag for his attendance from the farthest distance. Could we borrow your rabbit's foot Norm?



That bright young face in the continuity department belongs to **LINDA LANG** (above). A May graduate of Shenandoah High School, Linda is being trained by Ruth Palm to fill the shoes of Carmie Wilson. Linda is the second member of her family to join the May organization as her brother, Jerry, is manager of the May Garden Center on Fleur Drive in Des Moines. Linda has four other brothers, all older, including Bill, Tom, and twins, Don and Ron.



Mrs. Elmer Broff of Shenandoah and Jo Freed, KMA Women's Director, extend congratulations to Mrs. Leo Herrman of rural Hamburg. Mrs. Herrman was crowned Queen of the festivities at the Senior Citizen Festival in Council Bluffs on May 21st. She received this honor because of her community activities, time and interest given to the "Busy Bee Action-eers" senior citizen center in Shenandoah. Mrs. Broff and her husband serve as co-presidents of this center.

When hospitalized, **RALPH CHILDS** stated that he isn't too old yet, as he still enjoyed looking at the nurses. He still is in good spirits and has his deep hearty laugh yet, even though it has been about eight weeks that he has carried around that heavy, heavy cast. By the time you are reading this Guide, Ralph hopes to be without the cast and walking on crutches.

Congratulations are in order to the third generation of the May family to enter radio. **EDDIE MAY, JR.** took the examination and now has his third class license which entitles him to operate the transmitter by remote control from the KMA studio. Eddie will be a sophomore at Shenandoah High School this fall and hopes to broadcast as his schedule permits. We at The Guide think this is quite unusual for one family to have a third generation in radio, and doubt if there are many other families throughout the country who could make the same claim.

Who else but KMA's Sports Director **BRUCE PILCHER** . . . could get poison ivy . . . by smelling it . . . We are certainly happy that he didn't touch it as he informs us that a few years ago he spent several days in the hospital because of the stuff.

**CARMIE WILSON**, continuity writer for KMA, who was also heard on KMA Classified is going back to being a fulltime mother and housewife. Since her husband, **DON**, is now stationed permanently in Georgia, she and their two children moved to Georgia around July 4th. Good luck to you Carmie and to your wonderful family!

Our apologies to **RALPH LUND**, KMA engineer. On page 26 in the June issue we incorrectly identified one of the engineers as Wally Schwenster when it was Ralph.



KMA Radio studios are considerably brighter after a new coat of paint. In charge of the painting was Larry Anderson and his crew including (front to back in picture) Curtis Whitehead, Larry Newman, Larry Anderson, Vern Major and Jim Smith.



Bob Kling in the costume of a centurion and Lory Williams dressed as a page posed on stage with their director, Mrs. Jacky Adams, speech and drama instructor at SHS, after their successful production of George Bernard Shaw's "Androcles and the Lion." Janis Andersen also helped in the stage crew.

**ARDENE MULLISON**, traffic manager of our KMA office, walks home 8 blocks each noon. She exclaims that her heels catch in the cracks of the sidewalk, so she steps into sneakers just before her jaunt, besides that they are more comfortable. You have heard the popular song "High Heel Sneakers" . . . maybe we could chip in and purchase Ardene a pair. We know you don't get to hear Ardene on radio much, but it is her sultry voice that croons "Rog-er" at the end of one of the commercials.

Belated congratulations to our Shenandoah High School graduating seniors, whose pictures appear on page 6. They are **SAM SAWYER**, **JANIS ANDERSEN**, "Andy" Andersen's daughter; **SUSAN LARSON**, niece of Evalyn Saner; and **DENISE BOLDRA**, daughter of Dennis Boldra.

If you should walk into the KMA studios about 5:00 p.m. don't be frightened . . . it is only announcer **MIKE LEPORTE** wearing his motorcycle gear. With a hard plastic helmet and jacket . . . he looks as if he is from outer space.

KMA sales department personnel, **ANDY ANDERSEN**, **PAT PATTERSON**, **KEITH RAMSEY**, and **DENNIS BOLDRA** have been busy this spring looking for dead trees on Dennis' farm. They have lots of interesting stories about their hunting . . . just ask them about their keen sighting of dead trees around which they found pounds and pounds of mushrooms.

The sixth annual Page-Fremont Rural-Urban luncheon, sponsored by the Farm Bureau women and held at the Shenandoah Country Club in May, featured a style show. Modeling clothes which they had made were the women in the picture. From left to right: Mrs. Orie Steeve, Clarinda; Mrs. Lowell Lines, Clarinda; Mrs. Eldon Miller, Clarinda; Mrs. Duane Whitehill, Shenandoah; Mrs. James Keith, Page-Fremont extension home economist; Mrs. Wesley Wichman, Clarinda; Mrs. Thomas Lynn, Shenandoah; Mrs. Fred Nordstrom, Shenandoah; Mrs. Raymond Rydberg, Essex; Mrs. Jim Waldron, Red Oak; Mrs. Earl Carlson, Essex; Mrs. Martin Hagedorn, Shenandoah; and Mrs. Meredith Lovitt, Shenandoah.



## TODAY'S WOMAN

Hi again! We did find time this last month to take off . . . not flying . . . but by car, pulling our fold-down camping trailer. Our family loves to camp out, so when I arrived home from the KMA studios they announced that we would be going camping over the weekend. In 45 minutes, we were on our way to Lake Okoboji. The fish weren't cooperative and didn't even bite, but we had a lot of fun anyway for two days.

On the way home, we visited the Grotto of Redemption at West Bend, Ia., which is the largest Grotto in the world and represents the largest collection of minerals and petrifications concentrated in any one spot in the world. If you have never been to this lovely pageant in stone, I'm sure you would feel rewarded as we did, after spending a memorable afternoon there.

With two children of our own, we have quite a few games which we play while traveling. Children in the car on vacations or on excursions are like a rocket in a coffee can. A car-orbiting child is a triple threat to himself and others, so ground him . . . keep him occupied with a variety of games and toys, but, please, nothing that demands a lot of physical action. We like to stop several times during long trips and usually take a lunch, so that we can picnic at a park and all relax.

One of the things which you might like to interest the children with is a bag of surprises with games and toys individually

wrapped for opening at certain intervals. Remember toys should be made of plastic or rubber and be light and compact. Games should include jig-saw and crossword puzzles.

A car game we like to play is called "Four Legged Animals." Children on left and right of the car oppose each other. Count any four-legged animal sighted until coming to a red or white school house or the next town; at which time the counting stops and starts over again. The team or child with the largest number of animals sighted wins. A "Treasure Hunt" is fun also. Start with "A" and find an object beginning with the letter "A," then on down the alphabet. It's fun to see who spots the object first.

An old game which you probably played when you were small and have forgotten about is "I went shopping." The first player starts with "I went shopping, and I bought an apple." Then the next person says "I went shopping and I bought a buggy" and so on through the alphabet. After you get through the alphabet, start over again with the double AA's such as: "I went shopping, and I bought an angry ant-eater;" the next bought a "boy's bike," and on through to "I went shopping, and I bought a zany zipper."

You will need a pencil and paper for this one. List the types of cars and ways of conveyance you might see along the highway. If you have older children, they can

make this list in duplicate before leaving home. When well on your way to your destination and the children are restless, get the list out and enjoy playing the game. Your prepared list could include these: 1. A car with hood open 2. Station wagon 3. Moving van 4. Car with top luggage carrier 5. Big red 6-wheel-truck 6. Convertible 7. Jeep 8. Foreign car 9. Semi-truck standing still 10. Bicycle 11. Road construction equipment 12. Car pulling rental trailer. For variation, you can make a longer list or even a list of farm or domestic animals you might see along the highway.

Well, in chatting with you in this Guide, we have mentioned where you could visit, what your child could do while in the car, and now I should give you a few recipes you can make in a jiffy when vacationing, whether in a motel, at a beach house or camping.

#### FOIL-WRAPPED MEAL FOR ONE

Place chicken leg or breast and slices of carrot, onion, and potato on double thickness of heavy duty foil. Season with salt and pepper and wrap securely though not tightly. Place directly on coals and bake for

## By JO FREED

approximately 45 minutes. Turn often to prevent burning. You can substitute a patty of hamburger for the chicken, if you wish.

#### SKILLET POTATO SALAD

In a skillet that will go from the kitchen to the table, crisp one-pound package of frozen French fries in two tablespoons of salad oil. Slice a can of luncheon meat into strips and add to the potatoes. Add one-fourth cup each of green pepper slivers and chopped green onions. Cook just until the onion and pepper are tender. Then lower the heat and pour one-fourth cup bottled French dressing over the meat and potatoes mixture. Mix lightly and finally, top the mixture with one and one-half cups of diced American cheese. Let the cheese melt just a bit and this hot, zesty potato salad is ready to eat.

Be sure and keep the dessert simple like fresh fruit, cookies, or you can prepare the instant package puddings just before your meal is ready. They will require no refrigeration if made with cold milk.

Camping in the fold-down camping trailer are the two daughters of Jo and Wilbur Freed, Lori Jo in the camper and Lynn D. standing in front.

Whether you are at home where you have access to an oven or lucky campers with oven in your trailers, here is a recipe to avoid sameness when vacationing.

#### TWENTY MINUTE MAIN DISH

- 1 lb. ground beef
- ¼ c. chopped onion
- ¼ t. salt
- ½ t. pepper
- 1 1-lb. can mixed vegetables, drained
- 1 10½-oz. can cr. of mushroom soup
- 1 4-oz. can mushrooms (opt.)
- 1 can refrigerated biscuits

Brown ground beef and onion. Drain: add seasonings. Stir in mixed vegetables, soup, and mushrooms. Pour into 1½-quart casserole. Bake at 400 degrees for 15 minutes. Serve with biscuits baked according to can directions. Serve hot. Yield: 4-6 servings.

#### CHEESE AND BACON DOGS

Make a pocket in the wiener by slitting it lengthwise. Fill the pocket with a strip of American or Cheddar cheese. Wrap one or two slices of bacon around the wiener and secure the ends with toothpicks. (Kids can whittle these from green twigs.) These can be cooked on a grill or held over the fire on long-handled forks or green sticks. Relish and/or onions make good substitutes for the cheese. Cook until the bacon is crisp, starting with the split side toward flame.

KP is usually always a problem. Water for washing has to be "fetched"—a job in itself when camping. Hot water usually must be heated. If you start heating the water as soon as you sit down to eat, and put water in any of the pots or pans that might need soaking, the chore will be easier. Before cooking over a wood fire, soap the outside of all pots and pans with liquid detergent, bar soap or a moistened steel wool soap pad. The soot will then wash off easily. When practical, line pots and pans with aluminum foil. KP then consists of throwing away the foil, paper plates, and paper cups. Have fun when camping or vacationing by relaxing and enjoying it.



# Spring Into Summer With Tasty Sandwich Fillings

By JO FREED

## COTTAGE CHEESE

- 2 cups cottage cheese
- ½ cup grated carrots
- ¼ cup chopped green pepper
- 2 T. chopped pimento
- 1 T. snipped chives
- ½ t. salt
- ¼ t. pepper

\* \* \*

## TUNA

- 1 can chunk tuna
- ¼ cup commercial sour cream or mayonnaise
- 1 T. horse radish
- ½ t. salt
- ¼ t. pepper

\* \* \*

## SALMON SALAD

- 2 cups salmon
- 1 T. lemon juice
- 1 cup minced celery
- ½ cup salad dressing
- ¾ t. salt

\* \* \*

## TUNA SALAD

- 2 cans chunk tuna
- 1 t. lemon juice
- 2 T. catsup
- ¼ cup salad dressing
- 1 t. Worcestershire

## END OF ROAST

- 2 cups roast veal or pork (grind up)
- ½ cup onion
- 2 T. melted butter
- 1 t. dry mustard
- 3 T. mayonnaise
- ½ t. celery salt
- Pinch of cayenne pepper

\* \* \*

## HAM SALAD

- ½ cup ground ham
- 2 T. minced green pepper
- 1 T. minced onion
- 1 t. prepared mustard
- 2 T. mayonnaise

\* \* \*

## EGG SALAD

- 6 chopped hard cooked eggs
- ¼ cup chopped ripe olives
- 2 t. salt
- ¼ t. pepper
- 2 t. prepared mustard
- ½ cup salad dressing

\* \* \*

## TUNA EGG

- ¾ cup chopped hard cooked eggs
- ¼ cup flaked tuna
- ½ t. celery salt
- 2 T. salad dressing
- ½ t. lemon juice
- ½ t. prepared mustard

\* \* \*

## MUSHROOM-CHEESE

- 1 (3 oz.) pkg. cream cheese
- ¼ cup sharp cheese spread
- ¼ cup chopped canned mushrooms
- 2 t. finely minced onion

## WARREN'S COOKIES

After many requests, we decided we would publish Warren Nielson's "Nothing Cookies" again. Warren states that these cookies are good keepers and great to take camping, if they last that long.

### WARREN'S

### NOTHING COOKIES

#### Small Batch:

- 1 small-package cake mix
  - ¼ cup salad (cooking) oil
  - 1 egg
- Mix together and drop by teaspoons on ungreased cookie sheet. Bake in 350 degree oven for 10 to 12 minutes.

#### Big Batch:

- 1 regular-size package cake mix
  - ½ cup salad (cooking) oil
  - 2 eggs
- Mix together and bake as for small batch.

#### For Variation:

Use cherry chip or chocolate chip or any other type cake mix or any desired flavoring. Lots to eat, and easy to make.



Holly Nielson, daughter of the Warren Nielsons, tells a story to the small fry at Story Hour in the Shenandoah Library where she is helping this summer.



**TOUR  
TIME  
IS  
HERE**

Tour groups are always welcome at KMA Radio and May Seed and Nursery, and summer is especially nice when the weather and gardens, lawns and fields cooperate to make their visit delightful. One recent group included eleven members of the Malvern Garden Club shown here with veteran May's tour guide, Isabella Hanzlick.



May Seed and Nursery Co. and KMA Radio were happy to share in a family reunion in June when a group of relatives got together for the first time in 65 years. In the picture above are three sisters from Denmark, (left to right) Mrs. Minnie Krogh, Aalborg, Denmark; Mrs. Methea Jensen, Skelund, Den.; and Mrs. Mary Larsen, Kongerslev, Den. They were escorted around May's buildings by Villum Bang, (left) who served as interpreter, and Ed May. These three visited their sister, Mrs. Louise Rattenborg at Aubunon, Ia., and were joined there by their brother, Carl Jorgensen of Kansas City, Mo., and another sister, Mrs. Laura Pederson of Torrance, Calif. They came to Shenandoah to see their niece, Mrs. Joe Madsen.

KMA's Jo Freed addressed the Founder's Day banquet of Beta Sigma Phi sorority at Atlantic in the spring on the topic "The Good." Also taking part were (left to right) sorority officers, Eileen Johnson, Atlantic; Helen Gearhart, Atlantic; and Garland Andrew, Clarinda.



# PROGRAM NEWS FOR JULY 1969

Dial 960 — KMA — 5,000 Watts

## NORM'S FORUM

By  
Norman Williams  
Station Manager

### Introducing The Traffic Department

For the past two months, we have presented some of the unheard departments whose work is vital to the operation of KMA Radio and the KMA Guide. The March issue of The Guide discussed the Continuity Department, and the June Guide gave a thorough study of the Magazine's production and circulation. In this edition, we want you to meet Evalyn Saner and Ardene Mullison who will give an explanation of their "behind-the-scenes" work.

The Traffic Department is responsible for each day's log from sign-on to sign-off. A log is the scheduling and timing of programs and their sponsors, commercials, and public service announcements. The log has to be accurate. It is a guide used by the announcer on duty, and everyone concerned with the day's programming. The log is used the following day in our accounting dept. to bill clients for their commercials.

The log is made up from "Time Orders" prepared by Evalyn Saner and given to Ardene Mullison to schedule. The Time order gives the number of commercials that are to be scheduled each day, the starting and ending date, and the product to be advertised for the client.

After receiving a time order, Ardene types strips and places them on a metal board where specified. When the order expires, they are pulled from the boards. Several copies of the log are reproduced. On Wednesdays, Ardene corrects the log for the following week. As orders and changes come to her they are then added. The logs are reproduced several days in advance.

KMA is affiliated with the Entertainment Network and at times important events will occur on short notice before air time. The logs must be changed and commercials within that time are rescheduled to another time where they will reach the audience most likely to respond to the clients product or service.

Each daily log is kept on permanent file for reference any time by the Federal Communications Commission.

Although you don't hear about the Traffic Department over the air, you may be sure that without it we would not be able to bring you the radio programs that have made KMA your favorite radio station.



The Traffic Department.

### K. C. Royals July Schedule on KMA

July 1, 7:10 p.m.	— California
July 2, 7:10 p.m.	— California
July 4, 1:10 p.m.	— Seattle
July 5, 7:10 p.m.	— Seattle
July 6, 1:10 p.m.	— Seattle
July 7, 7:40 p.m.	— Minnesota
July 8, 7:40 p.m.	— Minnesota
July 9, 7:40 p.m.	— Minnesota
July 10, 1:10 p.m.	— Minnesota
July 11, 7:10 p.m.	— Chicago
July 12, 1:10 p.m.	— Chicago
July 13, 1:10 p.m.	— Chicago
July 14, 9:40 p.m.	— California
July 15, 9:40 p.m.	— California
July 16, 9:40 p.m.	— California
July 18, 7:10 p.m.	— Chicago
July 19, 12:55 p.m.	— Chicago
July 20, 12:55 p.m.	— Chicago
July 24, 7:40 p.m.	— Detroit
July 25, 7:40 p.m.	— Detroit
July 26, 1:10 p.m.	— Detroit
July 27, 1:10 p.m.	— Detroit
July 29, 7:10 p.m.	— Baltimore
July 30, 7:10 p.m.	— Baltimore
July 31, 7:10 p.m.	— Baltimore

# Intra-Company Visitors

May Broadcasting company personnel, now extended from Shenandoah to Omaha to Tucson, seldom see each other. Several visitors to Shenandoah from the staffs of KMTV in Omaha and KGUN-TV in Tucson, Arizona, toured KMA Radio and May Seed and Nursery Company on a get-acquainted trip recently.



Handling introductions and sightseeing for Miss Doris Graham of Omaha KMTV, administrative assistant to May Broadcasting Company general manager, Owen Saddler, and Miss Sue Gleason, secretary to Arden Swisher, vice president of sales for May Broadcasting, was Miss Evalyn Saner of the KMA office. She was assisted in the tour by Mrs. Nadine Kelsey of accounting.



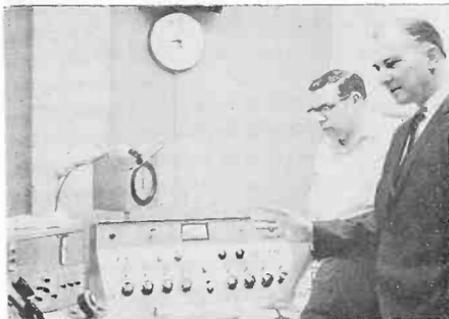
John and Judy Drago of Tucson, Arizona, get the "royal" tour from Earle Crowley of the Accounting Department. Judy works in accounting at KGUN-TV, and her husband is stationed with the Air Force at Tucson. They are formerly of St. Joseph, Mo.

## JULY GREETINGS

**THIS IS YOUR DAY:  
HAPPY BIRTHDAY TO:**  
 July 6—Mrs. Earle Crowley  
 July 7—Robert Kelsey  
 July 8—Donald Mullison  
 July 9—Mrs. Larry Miller  
 July 10—Mrs. Carl Andersen  
 July 17—Sam Sawyer  
 July 17—Jeffrey Patterson  
 July 28—Ed May  
**HAPPY ANNIVERSARY TO:**  
 July 21—Mr. and Mrs. Charles Williams

### EDITOR SAYS THANK YOU

So many letters have come from charter subscribers to The KMA Guide that it will be impossible to print them in the Guide. However, we do thank every one who took the time to write us on our 25th anniversary.



KMA Station Manager Norm Williams shows former employee, John Sawyer, the new recording laboratory. Now associated with the accounting department at KGUN-TV in Tucson, Arizona, John worked for many years at KMA. He is visiting his mother, Mrs. Raymond Sawyer, and brother, Tom, and his family while here.

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SHENANDOAH, IOWA 51601

JAN



Nearly 100 years old and still in use is the Rock Island Railroad Depot located at the north end of Main street.



Atlantic Senior High school features a cat-walk between the Sr. and Junior High school. Not pictured, the Junior High school was completed in 1964 and houses the cafeteria for the two units.

## KMA Guide Good Neighbors

In the year 1868, Franklin Whitney, founder of Atlantic, Iowa, flipped a coin to determine the name for the little settlement. As the story goes: "They wanted to name it for one of the two oceans, because they were approximately in the middle of the country between the two, so they flipped a coin to decide whether it would be Atlantic or Pacific." At the time, they signed the charter "Atlantic" because that was the winning side of the coin.

Located in Cass County, Atlantic has many building

projects scheduled for this year. Construction of the new Agri-Business farmers' shopping center will begin in September in the northwest section of town, and a Southwest Iowa Mental Health Hospital will be built in the future near the hospital and the clinic.

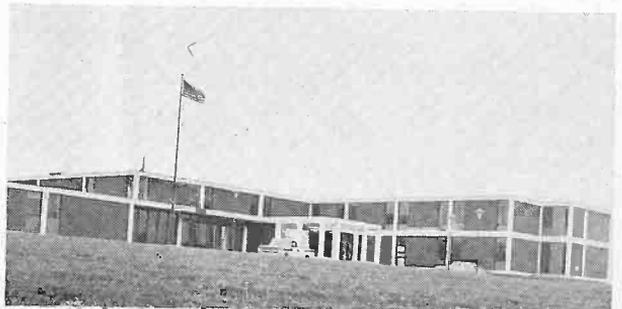
The Guide congratulates such a clean, progressive town, determined to become bigger and better in every way.



A monument to the Veterans of World War I is located in the City Park, downtown Atlantic. This park also features a new shelter and many beautiful plantings.



The Atlantic Medical Center is a new modern facility, which was completed this year.



Dedicated in October, 1968, the Cass County Memorial Hospital has a capacity of 106 beds.